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480-575-1321

08/16/02 05:20P P.019

INVENTOR: McBride et al
TITLE: MEDICAL TESTING AND METHOD

attorney docket: CARDIOBEAT-1

EXHIBIT 2

GMcBride/cardiobeat.com

From: George McBride
Sent: Sunday, August 15, 1999 22:30
To: Bob Royce (E-mail); Larry Macdonald (E-mail)
Subject: Two Pricings...

Gentleman,

The project plan has been adjusted to include additional resource for the Application development. The project plan should be frozen for plan generation.

A second plan was created that attempts to reduce costs to a plan containing [REDACTED]. The Infrastructure expenses were also adjusted.

[REDACTED]

Larry,

The concentration should be on the [REDACTED] plan.

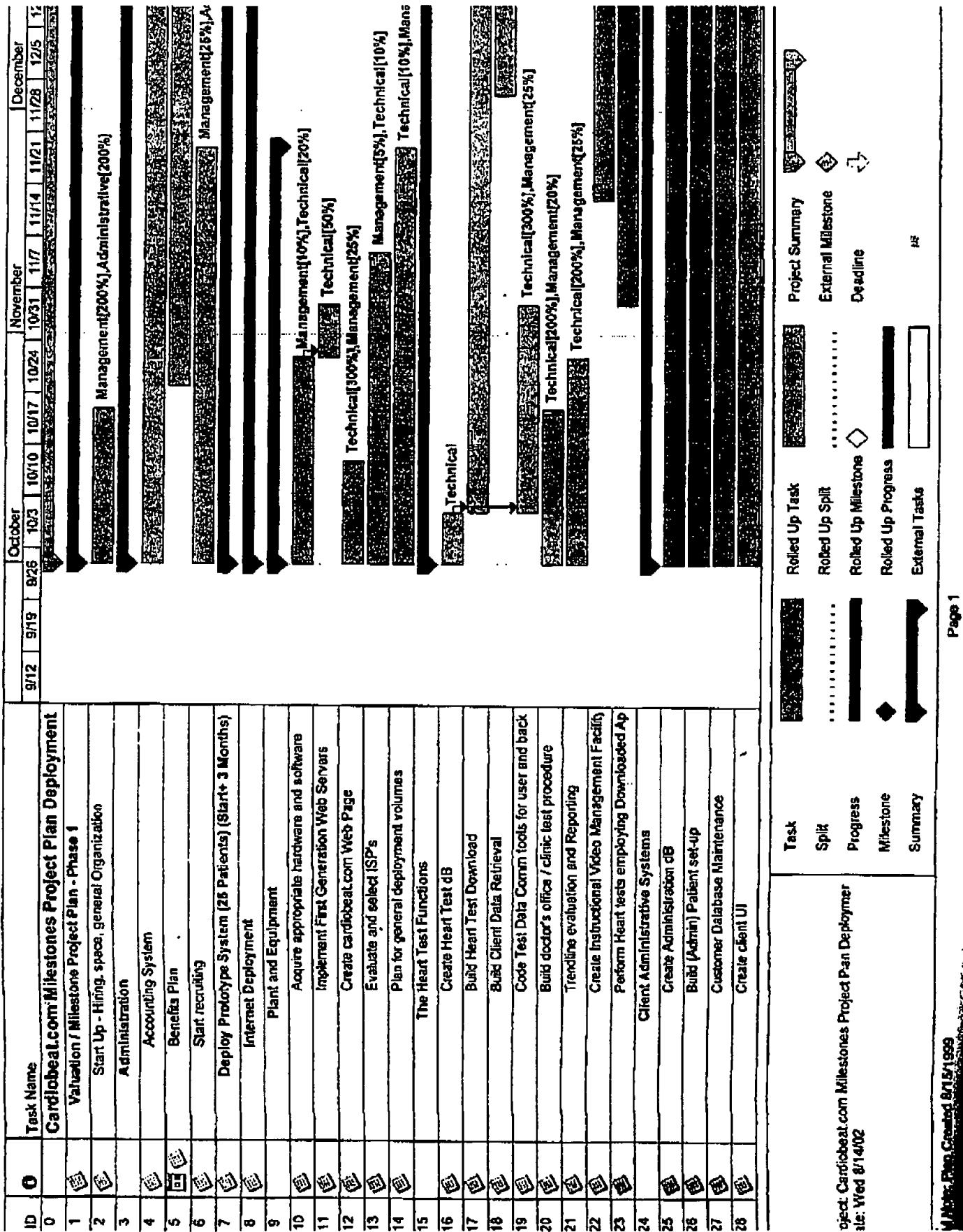
But, if there is time, the reduced deferred Project Plan "Low Cost [REDACTED]" and a new column in the Infrastructure tab of the spread sheet can be used to generate a plan that comes in around [REDACTED]. This would be a nice back up to the discussion if the question is asked, "Can you do it for less?". I have a meeting out of the office first thing, 0800 and will be in by 0900.

The spreadsheet and 2 project plans are attached.

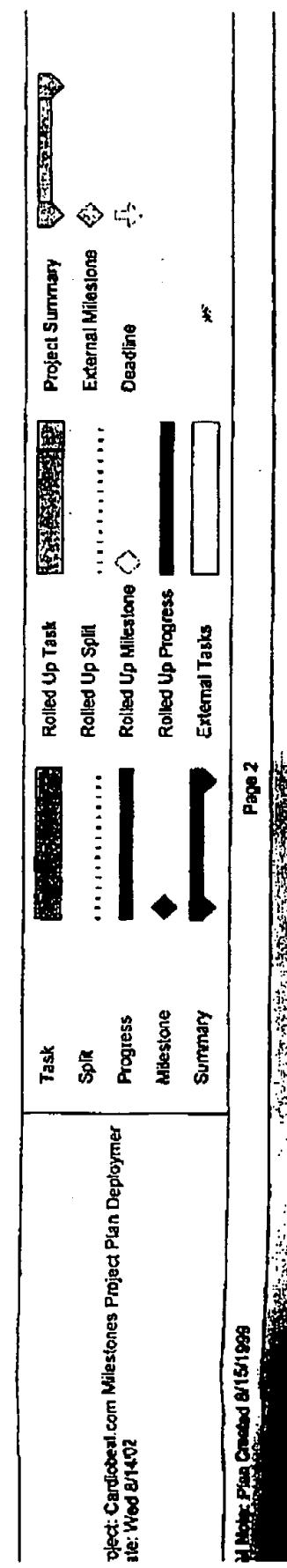


Low Cost - 1-3 Months Project Plan.mpp (1... First Cut Pro
Months Project ... Forma.xls (116 K...)

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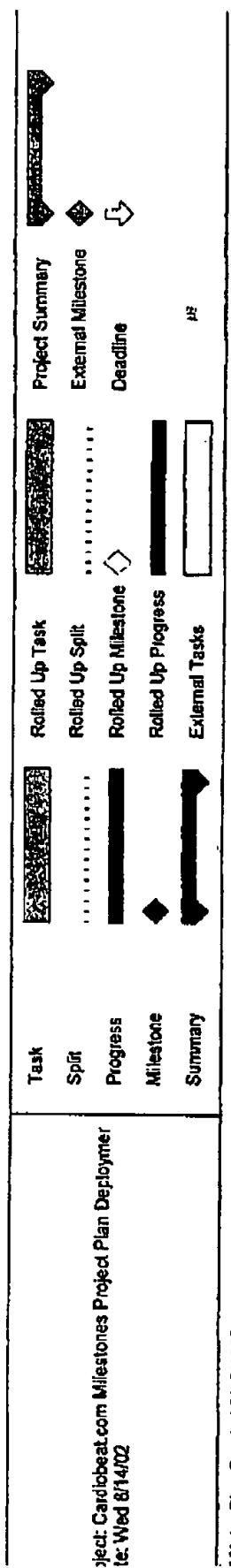
ID	Task Name	October			November			December						
		9/12	9/19	9/26	10/3	10/10	10/17	10/24	10/31	11/7	11/14	11/21	11/28	12/5
28	Install credit card charge facility													
29	Create reporting													
30	Application													
31	Design General Distribution Test Interface													
32	Build User Interface for test													
33	Productive Heart Test Code (v1)													
34	Split Code into patient and server applications for initial v1													
35	Test algorithms for point placement module													
36	Code Filters													
37	Code User Feedback													
38	Manufacturing													
39	Design first generation sensors													
40	Select manufacturer and start volume tests													
41	Manufacture First Generation Sensors (50 copies)													
42	Sales and Marketing													
43	Create sales and marketing Plan													
44	Submit Patients													
45	FDA Approval													
46	Create plan for publicity / demand creation													
47	Organize test subjects													
48	Introduce concept to selected MD's													
49	Create Instructional Video													
50	Investigate Cardiologist Review of Test Data													
51	Alliances / product sharing													
52														



ID	①	Task Name	12/19	12/26	1/2	1/9	1/16	1/23	1/30	2/6	2/13	2/20	2/27	3/5	3/12	3
0	②	Cardiobeat.com Milestones Project Plan Deployment														[March]
1	③	Valuation / Milestone Project Plan - Phase 1														
2	④	Start Up - Hiring, space, general Organization														
3	⑤	Administration														
4	⑥	Accounting System														
5	⑦	Benefits Plan														
6	⑧	Staff recruiting														
7	⑨	Deploy Prototype System [25 Patients] (Start: 3 Months)														
8	⑩	Internet Deployment														
9	⑪	Plank and Equipment														
10	⑫	Acquire appropriate hardware and software														
11	⑬	Implement First Generation Web Servers														
12	⑭	Create cardiobeat.com Web Page														
13	⑮	Evaluate and select ISPs														
14	⑯	Plan for general deployment volumes														
15	⑰	The Heart Test Functions														
16	⑱	Create Heart Test dB														
17	⑲	Build Heart Test Download														
18	⑳	Build Client Data Retrieval														
19	㉑	Code Test Data Comm tools for user and back														
20	㉒	Build doctor's office / clinic test procedure														
21	㉓	Trendline evaluation and Reporting														
22	㉔	Create Instructional Video Management Facility														
23	㉕	Perform Heart tests employing Downloaded Ap														
24	㉖	Create Administrative Systems														
25	㉗	Build (Admin) Patient set-up														
26	㉘	Customer Database Maintenance														
27	㉙	Create client UI														
28	㉚															
		Task														
		Split														
		Progress														
		Milestone														
		Summary														
		Rolled Up Task														
		Rolled Up Split														
		Rolled Up Milestone														
		Deadline														
		Project Summary														
		External Milestone														
		External Tasks														

Project: Cardiobeat.com Milestones Project Plan Deployer
Date: Wed 8/14/02

ID	Task Name	Description	January	February	March
29	Install credit card charge facility	Install credit card charge facility	12/19	12/26	1/2
30	Create reporting Application	Create reporting Application	1/9	1/16	1/23
31	Design General Distribution Test Interface	Design General Distribution Test Interface	1/13	1/20	1/27
32	Built User Interface for test	Built User Interface for test	1/16	1/23	2/1
33	Productive Heart Test Code (V1)	Productive Heart Test Code (V1)	1/19	1/26	2/3
34	Split Code into patient and server applications for initial v	Split Code into patient and server applications for initial v	1/23	1/30	2/10
35	Test algorithms for point placement module	Test algorithms for point placement module	1/26	1/30	2/10
36	Code Filters	Code Filters	1/29	1/30	2/10
37	Code User Feedback	Code User Feedback	1/29	1/30	2/10
38	Manufacturing	Manufacturing	1/29	1/30	2/10
39	Design first generation sensors	Design first generation sensors	1/29	1/30	2/10
40	Select manufacturer and start volume tests	Select manufacturer and start volume tests	1/29	1/30	2/10
41	Manufacture First Generation Sensors (50 copies)	Manufacture First Generation Sensors (50 copies)	1/29	1/30	2/10
42	Sales and Marketing	Sales and Marketing	1/29	1/30	2/10
43	Create sales and marketing Plan	Create sales and marketing Plan	1/29	1/30	2/10
44	Submit Patents	Submit Patents	1/29	1/30	2/10
45	FDA Approval	FDA Approval	1/29	1/30	2/10
46	Create plan for publicity / demand creation	Create plan for publicity / demand creation	1/29	1/30	2/10
47	Organize test subjects	Organize test subjects	1/29	1/30	2/10
48	Introduce concept to selected MD's	Introduce concept to selected MD's	1/29	1/30	2/10
49	Create Instructional Video	Create Instructional Video	1/29	1/30	2/10
50	Investigate Cardiologist Review of Test Data	Investigate Cardiologist Review of Test Data	1/29	1/30	2/10
51	Alliances / product sharing	Alliances / product sharing	1/29	1/30	2/10



Received from <480 575 1321> at 8/16/02 7:54:45 PM [Eastern Daylight Time]

- 2 Start Up - Hiring space, general Organization
Work quickly to build work force into a competent force for Internet Deployment
- 4 Accounting System
 - utilize Profit
 - Get chart of accounts
 - set up preliminary A/P
 - Banking relations
 - Payroll service
- 5 Benefits Plan
 - set up health Insurance
 - Stock Options (lawyers)
- 6 Start recruiting
 - Set plan for recruiting technical talent
 - identify key technical resources that are required
 - identify recruiting agencies to help locate candidates
 - Set salary guidelines
 - Start interviewing
- 7 Deploy Prototype System (25 Patients) (Start+ 3 Months)
 - Complete an end to end test
 - demonstrate download, test operation, upload
 - utilize the best sensors that can be produced in 2 months
 - Run tests on at least 20 patients
 - Product plan for getting to production quality by start + 6 months
- 3 Internet Deployment
Fast start will employ ATI facilities to perform these tasks.
ATI possesses the infrastructure to begin work immediately
- 0 Acquire appropriate hardware and software
 - Utilize the ATI Infrastructure to establish an operating environment
 - Oracle / Application Server
 - Cardiobeat.com web page
 - Messaging Capability

Configure a first generation server for performing the test

Set up with Oracle and utilize for Testing and Production

This machine should be capable of handling at least 100,000 tests per month.

Would include DASD to hold 5 million tests.
- 1 Implement First Generation Web Servers
For the new box -
 - Install Unix
 - Install Oracle with OAS
 - Install all other development tools
- 2 Create Cardiobeat.com Web Page
 - Design and code Cardiobeat.com home web page
 - Company Introduction
 - Application for test patient
 - Job opportunities
- 3 Evaluate and select ISP's
Find backup computing resources for supporting high volumes that cannot be handled internally.

- 14 Plan for general deployment volumes
Planning for volume production and testing to the extent possible.
- 15 Create Heart Test dB
This database holds the test data for each client
- Archiving will be considered in the second phase
- Design objective for first base should be 1,000,000 tests
- Collaborate with the application code team for the database design
- 16 Build Heart Test Download
- Key Task -**
- Define tools for storing and delivering Application Code to Desk Top Version Control
 - Tracking "open" customers
 - Web Pages to guide customer through download
 - "On Client" Application version detection and management
 - Customer profile update
 - Design the Client side Q&A
- 17 Build Client Data Retrieval
- Code and Client interface to retrieve and deliver archived tests and trend line calculations.
- 18 Code Test Data Comm tools for user and back room
- Tools for routing tests and other patient information to doctors and hospitals
- Client side design to collect name and routing information
- Form to order routing
- Confirmation of routing
- Emergency Procedures for out-of-line conditions
- 19 Build doctor's office / clinic test's procedure
- Create logic to take tests, deliver to the doctor for immediate evaluation
- Characterize differently form individual Customer tests in amount and sophistication of the data.
- 20 Trendline evaluation and Reporting
- Multiple tests can be scrutinized for trends in cardiovascular performance
- define trend analysis requirements
- build test code
- define initial graphical presentations
- 21 Create Instructional Video Management Facility
- Video to instruct and demonstrate proper sensor attachment and other procedures to the customer.
- 22 Perform Heart tests employing Downloaded App Code
- Organize Patients (25)
- Get test equipment installed on several test PC's
- download code over the web
- run the tests
- Observe / change procedure
- 23 Create Administration dB
- Start work on the Admin DB with resources that can be freed from the main effort.
- Build (Admin) Patient Set-up
- Procedures for enrolling and tracking each customer
- Do the design work necessary to develop the data base and code logic to prepare for a push on these apps in the next phase.
- 24 Customer Database Maintenance
- Transactions to
- create accounts
 - maintain test purchased inventory
 - communicate account status to the customer
 - monitor account status internally

- 4B Introduce concept to selected MD's
Part market research and part sales to the doctors -
assess receptivity
develop sales strategy based upon experience
- 50 Create Instructional Video
collaborate with the distribution group on the instructional video
- 51 Investigate Cardiologist Review of Test Data
Compile a coherent testimonial from individuals of stature in the Medical Profession.
- 52 Alliances / product sharing
Identity support facilities like video players
• determine the requirements
• Identity suppliers
• negotiate and close